

REMARKS/ARGUMENTS

Claims 2, 6, 8, 11-13 are pending herein. Claims 1, 3-5, 7, 9 and 10 are cancelled hereby without prejudice or disclaimer. The amendments to claims 6 and 11 are supported by pages 7, 8 and 12 of the present specification, for example. The amendments to claims 12 and 13 are supported by Fig. 3 and pages 6, 9, 10 and 13 of the present specification, for example. Applicant respectfully submits that no new matter has been added.

Claims 1-13 were rejected under §103(a) over Maggio in view of Gardenswartz. To the extent that this rejection might be applied against the amended claims, it is respectfully traversed.

Independent claim 12 has been amended to recite that the content data processing system includes an applicant information storage module for storing the applicant's information, and that the article information acquiring module acquires article information on a commercial article in a predetermined category from information sites where the applicant information contains at least individual data and favorite car information as an attribute representing a relationship between the car, as a commercial article in a predetermined category, and the applicant. Claim 12 also recites that a first content data creating module creates content data for an applicant where there is a coincident condition between the car related information acquired by the article information acquiring module, and an applicant attribute represented by the individual data and the favorite car information in the stored applicant information. Claim 12 further recites that a transmitting module transmits the content data created for an applicant to a terminal device used by the applicant. Independent claim 13 has been amended in a similar manner.

Applicant respectfully submits that by means of the collaborative relationship between the article information acquiring module (or acquiring step) and the first content data creating module (or creating step), the present invention can effectively provide content data to the perspective applicant based on the coincidence of a condition between acquired car related information (article information) and an

applicant attribute represented by the individual data and favorite car information in the stored applicant information. The cited references fail to teach or suggest all of the features recited in independent claims 12 and 13.

Claim 6 has been amended to recite that the piece of information for accessing the other sets of content data contains identification data of the applicant. Claim 11 has been amended in a similar manner. The amendments to dependent claims 6 and 11 incorporate additional limitations not present in any of the cited references.

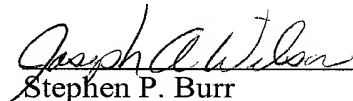
For at least the reasons recited above, the cited references fail to teach or suggest the features recited in the amended claims. Accordingly, Applicant respectfully requests that the above rejection be reconsidered and withdrawn.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

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Date


Stephen P. Burr
Reg. No. 32,970

Joseph A. Wilson
Reg. No. 53,780

SPB:JAW:jms

BURR & BROWN
P.O. Box 7068
Syracuse, NY 13261-7068

Customer No.: 025191
Telephone: (315) 233-8300
Facsimile: (315) 233-8320